

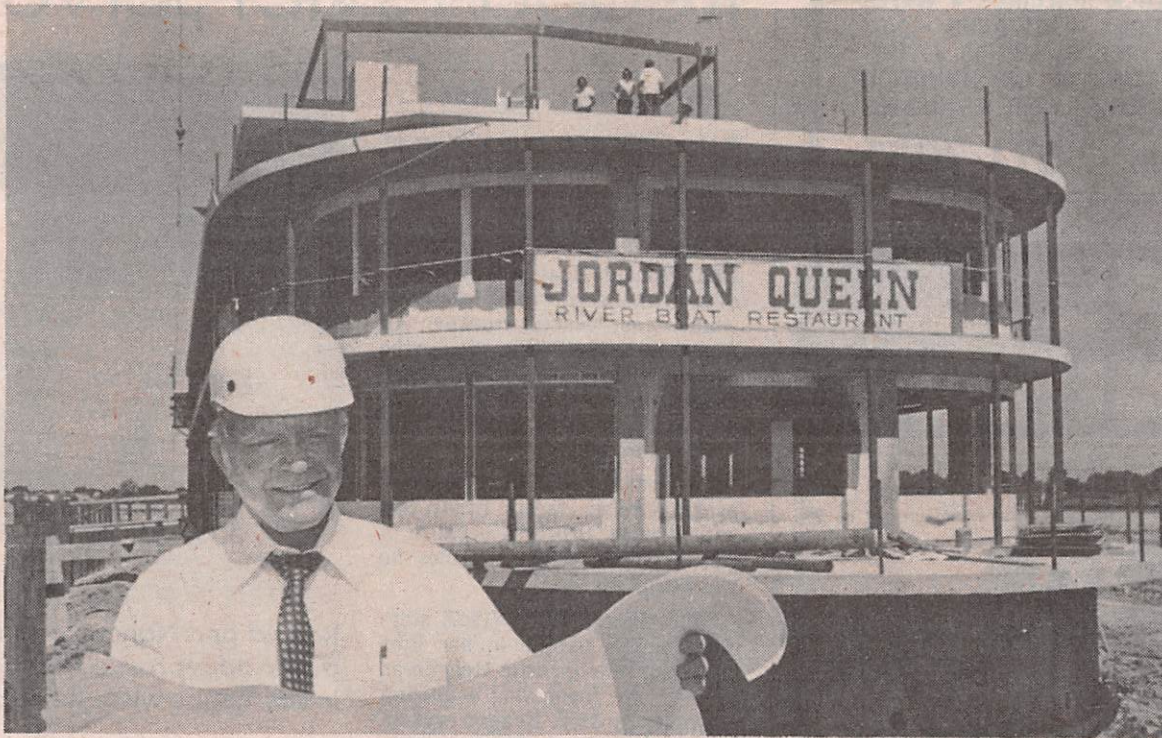
# Jim Sorenson: Utah's pragmatic philosopher

Continued from page 5

River Queens will construct river boat restaurants on rivers all over the country, starting with one of America's lesser bodies of water, the Jordan River. A lot of people would have passed up the Jordan as a scenic restaurant possibility, but Jim Sorenson thinks he has seen an opportunity — and, in fact, the new "Jordan Queen" launched this past week on 45th South does look inviting.

Sorenson believes he and partners Garth Campbell and A. Paul Bruno had vision in deciding to build the restaurant there. "The boat will become a showcase," he predicts.

Of all Sorenson's ventures, however, the medical and technological innovations still excite him the most, particularly the work being done at Deseret Research, a division of Sorenson Development. The company includes three divisions, MIDEKO (research and commercial testing in such things as cell genetics), the Utah Biomedical Test Laboratory (UBTL), and SOREX, now in the final test stages of a new aeromagnetic survey system which can be used to hunt out new oil and mineral lands, as well as "every 55 gallon drum" of toxic waste. Oil companies and the EPA are excited about the product, says Sorenson.



Earlier this summer, Jim Sorenson reviewed the plans for the new Jordan Queen Restaurant, which had preview showings during this past week.

"We're talking about a \$300 million product," he says of the aeromagnetic survey, which will use computers, imaging devices and ultralight aircraft to speed up and

give greater accuracy to the survey process. "If it works we're talking about a company bigger than Sorenson Research."

And yet, despite his excitement

over these innovations, Sorenson would really rather talk about his philosophy of life.

"Everything in life is a trinity," he explains. He sees triads every-

where he looks. Einstein's  $E$  equals  $mc$  squared; the Holy Trinity; a family of husband, wife and children; a government of executive, legislative and judicial branches; proper balance of capital, people and ideas as fundamental to business success.

"Life is a three-dimensional triad, balancing while in motion," he adds. "God started us in a universe that's delicately balanced, from the particles within the atoms to the planets in the galaxies."

While other businessmen might think primarily of balancing their ledgers, Sorenson works at balancing his life, trying to keep his distinction as Utah's second richest man in perspective.

"Come for a ride and I'll play you a hymn I wrote," he suggests. Into the tape deck of his car he inserts a tape called "Guide Me." It's a message he had in his head for several years, he says, and which he finally wrote down and had recorded about a year ago. He still plays it several times a week as he drives around town from one of his businesses to another.

"It's a prayer of the heart," he explains, "from a guy out there struggling to be a leader and balance his life while feeling at times that he's in over his head, trying to be a winner."





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c o n n e c t i o n s

## Reagan's act served him well

**By Dennis L. Lythgoe**

■ Dr. Lythgoe is a professor of history at Bridgewater State College, Massachusetts.

In a respectable film career that spanned the years from 1937 to 1964, Ronald Reagan appears in over 55 movies, the most famous of which was "Knut Rockne, All American," (1940) "Win one for the Gipper" and the best of which was "Kings Row," (1942) the dramatic portrayal generally credited with making him a star.

Toward the end of the 1940s however, Reagan faced frustration with Warner Brothers because of dissatisfaction with the roles he was being offered.

"That Hagan Girl," (1947) starring Shirley Temple in her first grown up role opposite Reagan as an over age lover was a glaring example. By 1950, Reagan was so disgusted that he made some angry comments in an interview for a Los Angeles newspaper with movie columnist Bob Thomas.

"I'm going to pick my own pictures. I have come to the conclusion that I could do as good a job of picking as the studio has done . . . at least I could do no worse . . . with the parts I've had, I could tele-



Ronald and Nancy Reagan learned a lot about public appearances during their short stint in Las Vegas while he sorted out career choices.

tially over and he went on into television, although he did make the mediocre "Hellcats of the Navy" (1957) with his wife Nancy, and was terribly miscast as a villain in "The Killers" (1964) with Angie Dickinson.

Before he jumped to television, however, Reagan decided that he

known for charm, good looks, and natural charisma. He was a nice guy who made people feel comfortable.

His first review after opening night, Feb. 15, 1954, said "Reagan tossed the sophisticates into the aisles with a type of humor that killed vaudeville . . . but the audience loved it." It was an interesting